

**MACINTOSH  
QUESTIONS AND ANSWERS**



This document was designed and produced using FrameMaker 3.0.

MAC-514

# FrameMaker

<b>TARGET CUSTOMERS</b>	What is the audience for FrameMaker on the Macintosh and what application is FrameMaker best suited for? .....6
	Who are the users that Frame is not targeting with this product? ..6
<b>WHAT'S NEW IN FRAMEMAKER 3.0?</b>	How does FrameMaker differ from previous releases? .....7
	Is there anything else that makes FrameMaker 3.0 special or unusual? .....7
	Are there any other enhancements of interest to existing FrameMaker users? .....7
	Is FrameMaker 3.0 a new release or just an upgrade to FrameMaker 2.1? .....7
	How do FrameMaker tables differ from the competition? .....8
	What is conditional text? .....9
	What are the end-user benefits of conditional text? .....9
	Why should I pay for a feature like conditional text when I don't have any use for it? .....9
	Can FrameMaker 2.1 users share files across platforms with FrameMaker 3.0 users? .....9
	What are the hardware and software requirements for FrameMaker 3.0? .....10
	How can users upgrade their FrameMaker 2.1 to FrameMaker 3.0? .....10
	How does FrameMaker 3.0 on the Macintosh differ from conventional desktop publishing? .....10
<b>HARDWARE AND SOFTWARE COMPATIBILITY</b>	What are the hardware and software requirements for FrameMaker on the Macintosh? .....11
	Is Frame introducing a Macintosh product for Apple's low-end market? .....11
	Does FrameMaker run under MultiFinder? .....11
	Does FrameMaker run under A/UX? .....11
	Does FrameMaker run under Apple's System 7.0 Operating System? .....11
<b>PRINTER AND FONT SUPPORT</b>	What fonts does FrameMaker support? .....12
	Does FrameMaker support ATM (Adobe Type Manager)? .....12
	What printers and output devices does FrameMaker support? .....12
	What input devices, such as scanners, does FrameMaker support? .....12
<b>NETWORKED ENVIRONMENTS</b>	What other platforms does FrameMaker run on? .....13
	If I'm on a UNIX workstation running FrameMaker, what software do I need to share my files with FrameMaker on the Macintosh? .....13
	How does FrameMaker on the Macintosh differ from FrameMaker on other platforms? .....13
<b>INTEGRATION WITH OTHER SOFTWARE</b>	What type of Live Links do you currently offer on the Macintosh? .14
	What types of text and graphic files does FrameMaker import? ..14
	What about other file formats? .....14

**ADVANCED PRODUCT  
FEATURES**

What type of color support does FrameMaker offer? ..... 15  
Does FrameMaker automatically wrap text around graphics? ..... 15  
Does FrameMaker support structured document standards? ..... 15

**COMPETITION**

Who are FrameMaker's competitors? ..... 16  
How does FrameMaker compare with the most popular  
DTP packages such as PageMaker, Ventura, and QuarkXPress? .. 16  
What features are unique to FrameMaker? ..... 17  
Does FrameMaker come with a warranty? ..... 18

**SERVICES AND SUPPORT**

What is Frame's upgrade policy? ..... 18  
What kind of technical support does Frame offer? ..... 18  
Does Frame offer free technical support ..... 18  
What type of training programs does Frame offer? ..... 19  
Can customers purchase support through local dealers? ..... 19  
Are there currently any users groups for FrameMaker? ..... 19

**What is the audience for FrameMaker on the Macintosh and what application is FrameMaker best suited for?**

FrameMaker is targeted for users in corporations, government, and education who need to create, edit, and revise documents—particularly documents that are subject to frequent change. FrameMaker documents can range from lengthy, complex reports and technical documentation to brief business proposals, promotional brochures, and even multiple versions of business forms and letters. However, FrameMaker's strengths are its powerful publishing capabilities for creating structured documents (such as books, catalogs, technical documentation, policies and procedures manual) in a workgroup environment. This is an area that has lacked a solid solution in the Macintosh market—until now.

Corporations currently using FrameMaker on a UNIX platform are a very important target market. They now view FrameMaker as a strong departmental and corporate standard because the product can run on so many platforms. Many of these corporations have Macintoshes and would benefit from integrating them with their publishing standard.

A key to FrameMaker's positioning is understanding that *corporations* buy FrameMaker whereas *individuals* buy a product like PageMaker.

**Who are the users that Frame is not targeting with this product?**

FrameMaker is not targeting Macintosh users who primarily create display advertising, newsletters, or design-intensive projects. Work based on short documents that are never revised or updated might call for a less expensive word processing solution.

**How does FrameMaker differ from previous releases?**

FrameMaker 3.0 provides three significant new areas of functionality:

- Powerful new tables
- Versatile conditional text
- Enhanced color support

These new features are fully integrated into FrameMaker's familiar user interface. For instance, you can format table text exactly like normal body text, and revise table columns like graphic objects.

Yes—three important advantages:

- First, every copy of FrameMaker on all platforms will have the new 3.0 features.
- Second, FrameMaker 3.0 has the same hardware memory requirements as the previous release.
- Third, we are not raising our price!

**Are there any other enhancements of interest to existing FrameMaker users?**

Yes. Quite a few enhancements have been included:

- Scandinavian/German hyphenation (spelling of word changes when hyphenation occurs)
- Significantly improved text display performance particularly for color monitors
- Notification to user if there is a "recover" file
- Use Formats From command allows users to copy table formats and conditional text settings from other documents
- You can search for any table, table by name, or conditional text
- Smart quotes work properly in international languages (e.g. "Merci" and „Danke" vs. "Thank You")
- The Macintosh allows direct import xwd images without filters as well as pcx and GIF support

**Is FrameMaker 3.0 a new release or just an upgrade to FrameMaker 2.1?**

FrameMaker 3.0 is a new release that expands Frame's usefulness to new markets.

**Tables:** The new tables functionality opens high-end markets that previously had to buy specialized tables packages. It also makes everyday business documents that often contain financial information, spreadsheet data, schedules and comparison charts easy to create and edit within FrameMaker.

**Conditional text:** Conditional text capability makes it possible for even casual users to create different "versions" of a document from one source. For example, you can create versions that are customized for different audiences or applications. On competing products, this

capability requires specialized programming skills not available in most documentation groups, and almost always beyond the capability or desire of casual users. Frame is introducing this never-before-available feature to the Macintosh community.

**Color:** On the Macintosh platform, the ability to support process color through the DCS (Desktop Color Separation) standard opens up FrameMaker's color capability to an entirely new range of users that previously used only page layout applications.

**Compatibility:** Documents created in FrameMaker 2.1 are fully usable in 3.0, protecting customers' investment in existing documents, formats, and procedures. Macintosh 3.0 files are also binary compatible with FrameMaker 3.0 files on the NeXT computer and other UNIX platforms.

#### ***How do FrameMaker tables differ from the competition?***

Tables styles may be saved by name (like paragraph tags) and revised. Hi-end features enable sheet count and positioning of table titles above or below tables. Multiple paragraphs and mixed paragraph styles may be freely used within table cells. A common task like adding a row to a comparative matrix can be cumbersome in other packages since features like row shading, footers, cell rulings usually need to be redefined manually. With FrameMaker, table formatting automatically adjusts to accommodate editing changes. For example, periodic shading automatically stays in sequence when rows are cut or added.

In addition, the user interface for FrameMaker tables looks and feels the same as FrameMaker's word processing and graphics tools. Users don't need to switch to a new type of menu or think about tables in a different way—In FrameMaker, moving from tables to regular text or graphics is seamless.

#### ***What is conditional text?***

Conditional text allows users to create different versions of documents from a single base document. Ranges of text and anchored objects can be "tagged" for "conditions" as easily as one might tag a paragraph call. Some examples:

- A software manual might have slightly different versions for several hardware platforms.
- An employee handbook might have versions for managers and non-managers. A text book might have teacher's notes that are left out of the student version.
- A company might prepare a business plan, with some portions customized for the board of directors (who are familiar with company history) and others for venture capitalists (who need additional background information in footnotes and illustrations).

The key benefits of conditional text are:

- Allows the author to produce multiple versions from a single document.
- Editing common text updates all versions simultaneously.
- Eliminates errors associated with redundant edits to common text.
- Greatly reduces disc storage by compressing what used to be separate documents into a single, manageable file. The only additional text stored is variant text tagged for different conditions. Common text is stored only once.

#### ***Why should I pay for a feature like conditional text when I don't have any use for it?***

You don't have to pay for conditional text, it's included free in FrameMaker. Furthermore, you're likely to find numerous uses for conditional text. For example, you may create what you think is a one-time-only project. However, somebody may like the job you did and ask you to do the same thing for a different audience. You now need two versions of your document. Conditional text saves you hours of editing time on such a project.

#### ***Can FrameMaker 2.1 users share files across platforms with FrameMaker 3.0 users?***

Yes. FrameMaker 2.1 files are upwardly compatible. You can open them with FrameMaker 3.0 with no loss of data. If you want to use FrameMaker 3.0 on one platform and transfer 3.0 files to a 2.0 or 2.1 platform, you simply need to save the FrameMaker 3.0 document in MIF (Maker Interchange Format), which can be read by earlier versions of FrameMaker. The only caveat here is that all conditional text will appear at the end of the document and that tables will be deleted.

**What are the hardware and software requirements for FrameMaker 3.0?**

There are no changes from FrameMaker 2.1. The minimum requirements are as follows:

Platform	Model	Memory	Disk Space	System Software
Macintosh	Any Mac II class CPU recommended	2 Mb minimum, 4 Mb suggested	Hard drive 5-15 Mb	System 6.02 or above

Although large-screen monitors are not a requirement, they are a major contributor to user productivity with FrameMaker.

**How can users upgrade their FrameMaker 2.1 to FrameMaker 3.0?**

If you are enrolled in the FrameMaker Support Subscription plan (FSS) at the time that FrameMaker 3.0 ships, you will automatically receive FrameMaker 3.0 at no extra charge.

If you are not enrolled in Frame's FSS plan, upgrades are priced at \$149. (Typically, Macintosh upgrades cost about 20% of the purchase price of the product.)

**How does FrameMaker 3.0 on the Macintosh differ from conventional desktop publishing?**

Desktop publishing systems (DTP) typically separate the phases of publishing into different word processing, layout, and illustration applications. They are well-suited for shorter documents like ad slicks, newsletters, brochures, and overhead slides.

FrameMaker integrates full-featured WYSIWYG word processing, graphics, page layout, structured document building, tables, conditional text, and equations editing in one complete package. An author making final edits and revisions can type *at full speed* in a WYSIWYG view of the document. He or she can view all the elements—including illustrations, tables, and equations—and see what effect text revisions have on the placement of those elements. If the author wishes to focus on content, FrameMaker also allows alternate views of the document, with illustrations hidden from view. The benefit here is that last minute revisions don't require exporting text to a separate word processing package and graphics to a separate graphics application. Document reviewers also benefit because they can see what the final product will look like even in the early draft stages.

**What are the hardware and software requirements for FrameMaker on the Macintosh?**

To take full advantage of FrameMaker's 3.0 features for building structured documents, we recommend using a Mac II (IIx, IIci, IIcx, IIfx) with 4 megabytes of memory and a full-page or two-page display. Basic word processing and editing can be done on a Macintosh SE, SE/30, or Portable with 2 megabytes of memory. Apple Operating System 6.0.2, or above and a hard disk are also required.

**Is Frame introducing a Macintosh product for Apple's low-end market?**

Although FrameMaker will run on a Mac Classic, this is not an officially targeted system. FrameMaker for the Macintosh runs best on Mac II class machines.

**Does FrameMaker run under MultiFinder?**

Yes. FrameMaker runs under MultiFinder and takes full advantage of it.

**Does FrameMaker run under A/UX?**

Yes, FrameMaker 3.0 runs under A/UX, Apple's version of UNIX.

**Does FrameMaker run under Apple's System 7.0 Operating System?**

Yes. FrameMaker 3.0 is fully compatible with System 7.0. Features such as virtual memory, TrueType support, and System 7.0 Finder support are part of FrameMaker 3.0 for the Macintosh. Future releases will add support for additional System 7.0 features.

***What fonts does FrameMaker support?***

FrameMaker supports any font available for the Macintosh. This includes PostScript and bitmapped fonts.

***Does FrameMaker support ATM (Adobe Type Manager)?***

Yes. FrameMaker automatically takes advantage of ATM if it is running on a Macintosh.

***What printers and output devices does FrameMaker support?***

FrameMaker on the Macintosh supports Apple-compatible output devices both PostScript (such as LaserWriter, Linotronic, and Vari typer VT600), and QuickDraw (such as GCC, Personal LaserWriter, and LaserWriter SC) printers. The best output is achieved using PostScript devices.

***What input devices, such as scanners, does FrameMaker support?***

Most input devices save data in a standard form that FrameMaker can then import. The list of graphic formats FrameMaker supports includes: TIFF, PICT, PICT2, EPSF, PCX, GIF, xwd, Sun rasterfiles, and MacPaint.

***What other platforms does FrameMaker run on?***

Compatible versions of FrameMaker are available on Apple, DEC, HP/Apollo, IBM, NeXT, Sun, PCs running SCO Open Desktop, and a variety of X terminals. FrameMaker provides full binary compatibility across all these platforms. Frame's OEM partners offer over 14 additional platform choices including:

Altos, Bull Worldwide Information Systems, Cetia, Data General, Encore, Intergraph, Matsushita, MIPS, Motorola, Pyramid, Sequent, Siemens, Silicon Graphics, Sony, and Toshiba.

FrameMaker takes advantage of the unique look and feel of each workstation by supporting industry standards for windowing environments and graphical user interfaces. FrameMaker supports the X Window System and OSF/Motif for the HP/Apollo, IBM, and Sun workstations and PCs running SCO Open Desktop. Additionally, FrameMaker supports SunView and a NeWS/OPENLOOK environment for Sun workstations, NeXTStep on the NeXT computer, and of course, the native Macintosh environment on Macintosh computers. FrameMaker also supports Display PostScript on DEC and IBM workstations.

***If I'm on a UNIX workstation running FrameMaker, what software do I need to share my files with FrameMaker on the Macintosh?***

No special filters are required. FrameMaker files are fully compatible across platforms. For example, connectivity products such as Cayman Systems GatorBox/GatorShare and TOPS provide easy, transparent network file sharing. There are many similar connectivity products on the market that allow flexible file transfer across a network.

***How does FrameMaker on the Macintosh differ from FrameMaker on other platforms?***

FrameMaker on the Macintosh is identical in functionality to FrameMaker running on other UNIX platforms. Minor differences stem from the hardware features and graphical user interfaces that differentiate the platforms. The only UNIX FrameMaker features not on the Macintosh are Live Links, macros, and FrameMaker's screen capture facility. Full Live Links capability will be enabled when FrameMaker takes advantage of the Apple System 7.0 feature: IAC (Inter Application Communication). Screen captures on the Macintosh are accomplished with readily available Macintosh software such as Exposure and Capture. Packages such as Tempo II, QuicKeys, or Apple's Macro Maker provide the necessary macro capabilities.

**What type of Live Links do you currently offer on the Macintosh?**

All versions of FrameMaker, including the Macintosh version, can import graphical information by reference. Importing by reference creates a link between the FrameMaker document and the graphic file. Because FrameMaker reimports the graphic each time you open the document, the imported images will always be up-to-date.

**What types of text and graphic files does FrameMaker import?**

- ✓ FrameMaker for the Macintosh currently lets you import the following file formats:
  - Graphics: TIFF, PICT, PICT2, EPSF, MacPaint, xwd, PCX, GIF, and Sun Raster format.
  - Text: MS Word (3.0 and 4.0), MacWrite (4.5 and 5.0), and ASCII.

**What about other file formats?**

Our future plans are to work closely with third party developers to support additional formats for other popular programs. With FrameMaker's unique, modular filter design, filters can be added and updated without having to update the core software.

**What type of color support does FrameMaker offer?**

Currently, FrameMaker on the Macintosh allows users to apply one of eight spot colors to any text or graphic object within a FrameMaker document. These spot colors are used primarily for spot color separations. In addition, FrameMaker supports the importing of 24-bit color PICT files and up to 24-bit TIFF files.

For color output, FrameMaker currently supports printing to color output devices such as the QMS and Tektronix color printers. Frame also supports process color through the DCS (Desktop Color Separation) standard.

**Does FrameMaker automatically wrap text around graphics?**

FrameMaker's previous installed base did not require text to automatically wrap around graphics. As our market expands, this feature is being requested more often and will be considered in a future release. Currently, FrameMaker allows users to manually wrap text around graphical objects. Once the user sets up this wraparound format, subsequent line layout is automatic.

**Does FrameMaker support structured document standards?**

FrameMaker for the Macintosh contains several features that address MILspec composition requirements, including:

- Freeze pagination to allow generation of "A-pages"
- User-definable automatic change bars
- The ability to apply standard font and paragraph formats to simplify reformatting of entire documents and maintain design consistency
- Landscape and portrait pages mixed in the same file
- Automatic generation of tables of contents, indexes, and lists of tables and figures
- Tables

**Who are FrameMaker's  
competitors?**

There is no product equivalent to FrameMaker in the Macintosh market. Although the features of products such as Aldus PageMaker, QuarkXPress, and Microsoft Word do overlap, FrameMaker's integrated publishing features create an entirely new category of publishing on the Macintosh. A combination of packages (such as Microsoft Word, PageMaker, MacDraw, and Mathematica) would be required to imitate FrameMaker's powerful solution. However, using separate applications for a single document make revisions extremely cumbersome.

**How does FrameMaker compare  
with the most popular DTP  
packages such as PageMaker,  
Ventura, and QuarkXPress?**

PageMaker, Ventura, and QuarkXPress are finishing tools for performing page layout of shorter-length documents, such as newsletters, in a stand-alone environment. Authoring with traditional DTP packages is still done using a separate word processor. The text is then imported into page layout packages for design and production. Unlike FrameMaker, these programs do not allow authors to create and manage structured documents, quickly revise frequently changing documents, or link multiple chapters or sections across a network.

By combining powerful word processing, page layout, graphics, tables, and equations typesetting with long document features, FrameMaker provides a complete publishing solution. From this perspective, there is really no direct comparison with page layout programs.

FrameMaker goes beyond PageMaker, Ventura, and QuarkXPress by adding features such as:

- Structured document building—table of contents, indexing, lists, cross-referencing
- Automatic numbering of paragraphs
- Anchored artwork
- 25 master pages
- Portrait and landscape pages in same document
- Footnotes for body text as well as table text
- Search and replace that handles more than just text
- Complete set of drawing tools
- Spell check
- Equations
- Conditional Text
- Tables

Even though PageMaker 4.0 has added some word processing and token long document facilities, it falls short of what users need for a total publishing solution. For example, only one document can be open at the same time and text editing must be done in a non-WYSIWYG text window.

**What features are unique to  
FrameMaker?**

FrameMaker includes some capabilities that are entirely unique to FrameMaker. These include:

- A robust spell checker that corrects repeated words, extra spaces, straight quotes, and more
- Search for virtually any object such as anchored frames, tables, index tokens, text in a specific font style, and just plain text
- Search/replace and spell checker work with rotated text
- Zooming in 1% increments, editable at any increment
- 25 master pages
- Mixed portrait and landscape in the same document
- Reference pages allow artwork not just rules, to be associated with paragraph styles
- Multidocument cross-referencing
- Reference paragraph text and numbering, not just page location
- Character and paragraph formats
- The ability to flexibly override individual paragraph styles without having to define a new tag
- Enter and edit text at full speed in WYSIWYG view of the document page
- Multiple paragraph styles inside table cells
- FrameMath lets you build equations which can be placed anywhere in the document, in a text line, in table cells, even footnotes
- Conditional text

***Does FrameMaker come with a warranty?***

Yes. Frame provides a 30-day warranty to all registered customers for free replacement of defective parts and materials (for example, a damaged disk). The 30-day period takes effect upon registration date. After the 30 days, a small replacement fee is charged.

***What is Frame's upgrade policy?***

Users who are enrolled in FrameMaker's Support Subscription plan at the time FrameMaker 3.0 ships will automatically receive an upgrade at no extra charge.

For user's who do not have support services, upgrades are priced at \$149.

***What kind of technical support does Frame offer?***

Frame has an excellent reputation for providing responsive technical support that begins with 30 days of free technical support to all registered customers. This free 30-day support program starts with the customer's first call to Frame's Technical Support hot-line. Frame also provides high-quality technical support through a pay-for-support program. Customers can purchase technical support for an annual price of \$199 per license. This includes one year of unlimited technical support and a subscription to the quarterly technical newsletter. There are attractive volume discounts available for corporate sites who want to purchase technical support for more than 10 FrameMaker licenses.

***Does Frame offer free technical support?***

In addition to the initial 30 days of free support, there is another free technical support option for interested customers: Frame maintains an electronic bulletin board, monitored by the Technical Support staff, which customers can access free of charge. Customers can log on, hunt for answers to their questions, and even leave questions for Technical Support to answer. However, the free electronic bulletin board does not have any timed response standards. Technical Support will answer posted questions when they can, but their primary focus will be assisting customers who have paid for support.